

2007 OVERSEAS VISITORS TO ARIZONA **

** Does not include visitors from Canada or those arriving by land from Mexico

VISITATION VOLUME	
Total Overseas Visitation	611,000

ORIGIN MARKETS	
U.K	19.0%
France	13.4%
Germany	8.1%
Italy	8.0%
Mexico	6.5%
Japan	6.0%
Netherlands	4.5%
Australia	3.8%
South Korea	2.8%
Costa Rica	2.2%

FREQUENCY OF TRAVEL	
Repeat Visitors to U.S.	77.9%
U.S. Trips last 12 months	1.0 trips
U.S. Trips last 5 years	2.0 trips
1 trip	34.8%
2–5 trips	44.3%
6+ trips	25.8%

PORT OF ENTRY	
Los Angeles	29.0%
San Francisco	13.3%
Chicago	5.5%
New York	4.6%
Newark	3.5%

Trip Planning:

ADVANCE TRIP PLANNING	
Avg Advance Trip Decision	121.8 days
Avg Advance Air Reservation	89.8 days
Pre-booked Lodging	67.4%

USE OF PACKAGES	
Yes	19.2%
Air/Lodging	10.4%
Guided Tour	11.5%
Air/Lodging/Tour	5.9%
Air/Rental Car	6.8%
Air/Lodging/Bus	4.1%
Air/Lodging/Bus/Tour	3.9%
Air/Lodging/Rental Car	4.5%
Advance Package Booking	120 days
Prepaid Lodging w/ Package	10.0 nights

INFORMATION SOURCES	
Travel Agency	43.9%
Personal Computer	42.9%
Friends/Relatives	21.1%
Airlines Directly	17.0%
Travel Guides	10.5%
Tour Company	6.8%
Corporate Travel Dept.	6.8%
State/City Travel Office	6.2%
Newspaper/Magazine	6.2%
Other	2.7%
In-flight Info. Systems	2.5%

Source: U.S. Department of Commerce

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Visitor Demographics:

GENDER	
Male	59.7%
Female	40.3%
AGE	
Male Average	43.0 years
Female Average	43.0 years
HOUSEHOLD INCOME	
Average HH Income	\$94,600
< \$40,000	20.2%
\$40,000–\$79,999	24.6%
\$80,000–\$119,999	20.0%
\$120,000+	35.2%

PARTY COMPOSITION	
Avg Travel Party Size	1.8 persons
Spouse	37.4%
Traveling Alone	24.9%
Family/Relatives	38.6%
Friends	12.3%
Business Associate	2.9%
Group Tour	2.1%
Adults Only	87.9%
Adults and Children	12.1%

Trip Behavior:

LENGTH OF STAY	
Avg # of Nights in Arizona	3.0 nights
Avg # of Nights in U.S.	15.0 nights

MAIN PURPOSE OF TRIP	
Leisure & VFR	81.6%
Leisure/Rec./Holidays	60.6%
Visit Friends/Relatives	20.2%
Other	0.8%
Business & Conventions	18.4%
Business/Professional	13.1%
Convention/Conference	2.9%
Study/Teaching	2.4%

ACCOMMODATIONS	
Hotel/Motel	76.6%
Private Home	19.3%
Other	9.4%

ARIZONA DESTINATIONS VISITED	
Grand Canyon NP	42.6%
Phoenix	37.5%
Tucson	10.2%
Glen Canyon NP	3.4%

TRANSPORTATION IN U.S.	
Rented Auto	52.7%
Airlines in U.S.	40.6%
Company or Private Auto	27.4%
Taxi/Cab/Limousine	22.6%
City Subway/Tram/Bus	14.7%
Railroad between Cities	6.4%
Bus between Cities	6.3%
Motor Home/Camper	0.9%

Source: U.S. Department of Commerce

2007 OVERSEAS VISITORS TO ARIZONA** (Continued)

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Trip Behavior (continued):

OTHER DESTINATIONS VISITED	
# of States Visited	3.0 states
# of Destinations Visited	5.0 destinations
California	59.5%
Los Angeles	38.0%
San Francisco	36.8%
San Diego	18.9%
Yosemite NP	13.5%
Anaheim	6.0%
Nevada	54.1%
Las Vegas	54.0%
Utah	26.0%
Bryce Canyon NP	10.9%
Monument Valley	6.3%
Zion NP	8.0%
Salt Lake City	1.8%
New York	11.8%
Colorado	6.0%
Texas	5.1%
Wyoming	4.1%
Florida	4.1%
Illinois	3.9%
New Mexico	3.3

LEISURE ACTIVITIES	
Shopping	86.3%
Dining in Restaurants	84.5%
Visit National Parks	67.2%
Visit Historical Places	53.0%
Sightseeing in Cities	49.9%
Visit Small Towns	43.8%
Touring Countryside	43.8%
Casinos/Gambling	40.1%
Cultural Heritage Sites	40.0%
Amus./Theme Parks	36.5%
Guided Tours	26.7%
Art Gallery/Museum	25.5%
Visit Native Am. Comm.	24.3%
Concert/Play/Museum	17.8%
Water Sports/Sunbathing	11.3%
Nightclubs/Dancing	9.8%
Environ./Eco Excursions	9.6%
Camping/Hiking	9.5%
Ethnic Heritage Sites	8.1%
Golfing/Tennis	5.4%
Cruises	5.1%
Attend Sports Event	4.9%
Ranch Vacations	3.2%
Snow Skiing	2.5%
Hunting/Fishing	0.9%

Source: U.S. Department of Commerce